



REFINED LIVING A SELLER'S GUIDE

The guidance you need to get the most money out of the
sale of your home.

CATINA FAIR

2018 EDITION

YOUR PROPERTY DETAILS

Write down your personal property information to get prepared for the selling process. How much do you want for your home?

HOME ADDRESS: _____

BEDROOM COUNT: _____

BATHROOM COUNT: _____

SQFT: _____

PURCHASE PRICE: _____

LIST PRICE: _____

PROPERTY CONDITION: _____

EXTRA HOME FEATURES:

FINDING THE PERFECT AGENT

Finding the right professional through the sale of your home is an invaluable asset. You want to make sure you get the most out of your property!

- WORKS & NEGOTIATES FOR YOU, NOT THE BUYER'S BEST INTERESTS.
- CAN PROVIDE AN ACCURATE MARKET ANALYSIS OF YOUR HOME.
- HANDLES THE SCHEDULING OF BUYER TOUR REQUESTS AND ENSURES ANYONE VIEWING IS PRE-APPROVED.
- ABLE TO NAVIGATE LEGAL CONTRACTS TO ENSURE YOU'RE BEING TAKEN CARE OF, NOT TAKEN ADVANTAGE OF, WHEN SELLING YOUR HOME.
- HELPS YOU NAVIGATE THE SELLING PROCESS TO EASILY TRANSITION INTO YOUR NEW HOME.
- A GREAT AGENT STAYS AWARE OF LOCAL AND FEDERAL LAWS, THAT ARE EVER CHANGING, IN PERTINENCE TO HOME SELLING.
- YOUR AGENT WILL HELP YOU NEGOTIATE THE BEST PRICE AND BEST TERMS SO YOU AREN'T UNDERSELLING YOUR HOME.

UNDERSTANDING THE MARKET

Being aware of market conditions gives you the right outlook when it comes time to putting your home on the market to sell.

WE ALL WANT THE MOST OUT OF OUR HOME, IF WE CAN MAKE MORE THAN WE PUT INTO IT, THE BETTER! KEEP IN MIND THAT MARKET CONDITIONS ARE ALWAYS CHANGING AND THIS CAN IMPACT THE VALUE OF YOUR HOME. RELYING ON SITES LIKE ZILLOW OR TRULIA TO GIVE AN ESTIMATION OF YOUR PROPERTY'S VALUE CAN AND OFTEN TIMES LEADS TO DISAPPOINTMENT. THEIR VALUES CAN DIFFERENTIATE BY UP TO 20% OF WHAT THEIR ZESTIMATES CLAIM, THEIR WORDS, NOT OURS. THIS IS WHY IT'S IMPERATIVE TO HIRE A PROFESSIONAL TO PROVIDE A TRUE ANALYSIS OF YOUR PROPERTY SO YOU CAN HAVE A BETTER UNDERSTANDING OF WHAT YOUR HOME IS WORTH IN CURRENT MARKET CONDITIONS. YOU CAN THEN MAKE THE DECISION OF SELLING YOUR PROPERTY IF IT'S THE RIGHT STEP TO TAKE BASED ON IT'S VALUE.

PREPPING TO SELL

Be sure your home is prepared before it hits the market. You want to ensure it's portrayed in the best light to get the best offers.

- IMPROVE YOUR LANDSCAPING AND CURB APPEAL, SINCE THAT IS THE FIRST THING BUYER'S SEE.
- MAKING AS MANY REPAIRS AS YOU CAN AFFORD TO. UNLESS YOUR PRICING IT BELOW MARKET VALUE TO SELL AS-IS, TAKING THE TIME TO MAKE REPAIRS CAN GET YOU A BETTER OFFER.
- IF YOU CAN, REPAINT YOUR HOME. ADDING A FRESH COAT OF PAINT TO A LIVED-IN PROPERTY CAN HELP IT FEEL LIKE NEW.
- REMOVE TOO MUCH CLUTTER AND STORE AWAY AS MUCH AS YOU CAN.
- DEPERSONALIZE THE HOME BY REMOVING FAMILY PHOTOS, SO YOU GIVE BUYERS THE OPPORTUNITY TO ENVISION THEIR OWN LIVES IN THE HOUSE, INSTEAD OF FEELING LIKE THEY ARE INTRUDING INTO SOMEONE ELSE'S.
- ORGANIZE YOUR CLOSETS, YES PEOPLE LOOK IN THERE, SHOWCASE THEM!
- CLEAN, CLEAN, CLEAN. WE RECOMMEND HAVING A PROFESSIONAL CLEANER COME IN RIGHT BEFORE YOUR HOME IS LISTED, THEN BE SURE TO KEEP IT CLEAN FOR EVERY SHOWING.
- ELIMINATE BAD ODORS. YOU MAY HAVE GOTTEN USE TO SMELLS IN YOUR HOME, BUT HOME BUYERS WILL BE ABLE TO QUICKLY PICK UP ON PET AND SMOKE ODORS.
- KEEP YOUR DECOR AND FURNITURE SIMPLE AND LIGHT. YOU WANT TO SHOWCASE THE SIZE OF THE HOME WITHOUT IT BEING OVERWHELMING WITH TOO MUCH STUFF. IF YOU CAN AFFORD TO, WE RECOMMEND HAVING IT PROFESSIONALLY STAGED.

SELLING FROM A TO Z

Selling a home can be daunting. We're breaking down what goes into the process.

- STEP 1: FIND THE PERFECT REAL ESTATE AGENT AND LET THEM KNOW YOU'RE READY TO SELL YOUR HOME.
- STEP 2: THEY'LL PROVIDE A MARKET ANALYSIS OF YOUR PROPERTY TO GIVE YOU A BETTER UNDERSTANDING OF IT'S VALUE.
- STEP 3: YOU'LL GO OVER IN DETAIL ANY STEPS YOUR AGENT RECOMMENDS TO GET YOUR HOME IN THE BEST SELLING CONDITION.
- STEP 4: SHE/HE WILL THEN SCHEDULE PROFESSIONAL PHOTOS AND VIDEOS AND WILL BEGIN THE EXTENSIVE MARKETING OF YOUR HOME.
- STEP 5: ONCE YOU'VE RECEIVED AN OFFER, YOUR AGENT WILL REVIEW WITH YOU THE TERMS AND CONDITIONS OF THAT OFFER.
- STEP 6: AFTER AN OFFER IS ACCEPTED AND THE NEGOTIATIONS ARE DONE, YOU'LL GO INTO A 30 TO 45 DAY CONTRACT PERIOD, WHILE THE BUYER'S LENDER WORKS TO SECURE THE FULL LOAN.
- STEP 7: DURING THIS TRANSACTION PERIOD, HOME INSPECTIONS AND APPRAISALS ARE CONDUCTED.
- STEP 8: YOUR AGENT CAN THEN WORK WITH YOU TO NEGOTIATE REPAIR REQUESTS THE BUYER'S MAKE.
- STEP 9: IF ALL CONDITIONS HAVE BEEN MET FOR YOUR MORTGAGE APPROVAL AND ALL PARTIES HAVE AGREED TO NEGOTIATIONS, THEN YOU GET TO MAKE YOUR WAY TO THE CLOSING TABLE.
- STEP 10: AFTER THE FINAL PURCHASE CONTRACT HAS BEEN SIGNED AT THE TITLE COMPANY, YOUR SALE IS THEN COMPLETE!

MEET YOUR AGENT



CATINA FAIR | CENTURY 21 EMERALD

ENTHUSIASM, POSITIVITY, AND PERSONABILITY. THESE THREE TRAITS ARE WHAT MAKE CATINA FAIR TRULY STAND OUT AS A REALTOR. DURING EACH AND EVERY TRANSACTION, SHE STRIVES TO PUT HER CLIENT FIRST AND ENSURE THEIR NEEDS ARE MET AND THEIR EXPECTATIONS ARE VASTLY EXCEEDED. TO DATE, SHE HAS GARNERED OVER 75 MILLION DOLLARS' WORTH OF SALES AND NEARLY TWO DECADES OF INDUSTRY EXPERIENCE.

GROWING UP, CATINA HAD THE OPPORTUNITY TO WITNESS HER GRANDFATHER, ALLEN FAIR, GROW HIS OWN BUSINESS FROM THE GROUND UP. THIS INSTILLED AN UNSHAKABLE SENSE OF WORK ETHIC IN HER AT AN EARLY AGE, WHICH HAS SHAPED HER INTO THE HARDWORKING, INTEGRITY-DRIVEN INDIVIDUAL SHE IS TODAY.

CURRENTLY, CATINA PROUDLY REPRESENTS CLIENTS ACROSS MARYLAND AND DELAWARE BEACHES, WITH A RECENT TRANSACTION - SELLING THE GARRISON MODEL HOME AT THE PENINSULA ON THE INDIAN RIVER BAY.

DURING HER SPARE TIME, YOU CAN FIND CATINA PRACTICING YOGA, WORKING OUT AT THE GYM, RIDING HER BIKE, OR RELAXING AT THE BEACH. SHE ALSO ENJOYS CHEERING ON HER SON WHILE HE PLAYS FOOTBALL AND LACROSSE.

WHEN YOU ARE BUYING, SELLING, OR INVESTING IN A PROPERTY, ONE THING IS ABSOLUTELY CERTAIN: YOU NEED A TRUSTWORTHY EXPERT WHO IS NOT ONLY YOUR AGENT, BUT YOUR ALLY THROUGHOUT THE ENTIRE PROCESS. REAL ESTATE AGENT CATINA FAIR IS HERE TO HELP YOU, SO FEEL FREE TO CONTACT HER DIRECTLY TO BEGIN YOUR EXCITING JOURNEY.



LET'S GET IN TOUCH

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